

Message Text

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51

ACTION ARA-10

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LIMITED OFFICIAL USE RIO DE JANEIRO 0575

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REF: LAGOS 1634

1. SUMMARY: STANDARD ELECTRIC, ITT'S BRAZILIAN
SUBSIDIARY, ENJOYS HIGH REPUTATION IN ITS TELEPHONE
EXCHANGE PROJECTS IN BRAZIL. REPUTATION IS
SUBSTANTIALLY IMPROVED FROM THAT OF SEVERAL YEARS
AGO WHEN THERE WERE COMPLAINTS ABOUT BOTH QUALITY
AND COMPLETION BY CONTRACTED INSTALLATION DATES.
RECENT NIGERIAN VISITORS WERE GIVEN FIRST CLASS
TREATMENT BY BOTH GOB AND STANDARD ELECTRIC. END
SUMMARY.

2. STANDARD ELECTRIC IS ONE OF THE TWO LARGEST
SUPPLIERS OF TELEPHONE SWITCHING EQUIPMENT IN BRAZIL
WITH 25 PERCENT OF THE MARKET (NUMBER ONE PRODUCER,
WITH 34PERCENT IS ERICSSON OF SWEDEN).

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IT ENJOYS EXCELLENT REPUTATION BASED ON QUALITY

OF WORK, PROMPTNESS OF DELIVERY AND RELIANCE ON BRAZILIAN PERSONNEL. IN FACT, BRAZILIAN MINISTRY OF COMMUNICATIONS HAS CITED STANDARD ELECTRIC AS "GOOD EXAMPLE" IN ITS DISCUSSIONS WITH OTHER FOREIGN TELECOMMUNICATIONS MANUFACTURERS.

3. HIGH REPUTATION OF STANDARD ELECTRIC IS A RECENT DEVELOPMENT, LARGELY OF LAST THREE YEARS. PREVIOUSLY, COMPLAINTS WERE HEARD ABOUT BOTH SLOW DELIVERY AND POOR QUALITY OF EQUIPMENT. THESE COMPLAINTS STEMMED FROM TOO RAPID EXPANSION BY COMPANY. RESULTING PRODUCTION AND PERSONNEL BOTTLENECKS HAVE NOW BEEN OVERCOME. DURING PERIOD IN WHICH STANDARD ELECTRIC WAS EXPERIENCING DIFFICULTIES, DELIVERIES LAGGED UP TO ONE YEAR BEHIND CONTRACTED DATES. STANDARD ELECTRIC CLAIMS, AND INDUSTRY AND GOVERNMENT SOURCES CONCUR, THAT DELIVERIES ARE NOW ON TIME, AND EVEN OCCASIONALLY AHEAD OF SCHEDULE.

4. REGARDING VISIT OF NIGERIAN COMMUNICATIONS OFFICIALS, WE UNDERSTAND THEY WERE GUESTS OF BRAZILIAN MINISTRY OF COMMUNICATIONS. THEY VISITED BRASILIA AND SPOKE WITH OFFICIALS OF TELEBRAS, BRAZILIAN STATE COMMUNICATIONS HOLDING COMPANY, AND DISCUSSED THE BRAZILIAN EXPERIENCE IN IMPROVING RURAL COMMUNICATIONS SYSTEMS. DELEGATION THEN VISITED A NUMBER OF PRODUCERS IN SAO PAULO, INCLUDING ERICSON. IN RIO, DELEGATION VISITED STANDARD ELECTRIC PLANT. BRAZILIAN GOVERNMENT (AND PROBABLY STANDARD ELECTRIC) HOPES NIGERIA WILL BUY SOME EQUIPMENT FROM BRAZIL.

5. RECENT PRESS REPORTS IN RIO CLAIMED BRAZILIAN TELECOMMUNICATIONS TECHNICIANS HAD BEEN SENT TO ADVISE THEIR NIGERIAN COUNTERPARTS.
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